WHAT IS CLAIMED IS:

 A method of making a material, comprising the steps of: coating a support with a solution comprising a hydrophilic polymer and a blowing agent; and

either prior to or after the step of coating said support, interacting with said solution to cause said blowing agent to generate gas bubbles within the solution, causing foaming of said hydrophilic polymer.

- 2. A method according to claim 1, in which the step of interacting with the solution is performed after coating of the support and comprises applying heat to said solution.
- 3. A method according to claim 2, in which heat is applied to the solution during drying of the coated support.
- 4. A method according to claim 1, in which the hydrophilic polymer is a polymer selected from the group consisting of polyvinyl alcohol, polyethylene oxide, polyvinylpyrrolidone and gelatin.
- 5. A method according to claim 1, in which a plurality of layers of coating solution are coated simultaneously onto said support.
- 6. A method according to claim 1, in which a surfactant is included in the solution of hydrophilic polymer and blowing agent.
- 7. A method according to claim 6, in which the surfactant is a flouro-surfactant.
- 8. A method according to claim 6, in which the proportion by weight of surfactant to the solution is in an amount from about 0.01% to about 2.0%, preferably, about 0.01% to about 1.0%.

- 9. A method according to claim 1, in which the proportion by weight of blowing agent to polymer is in an amount up to about 200%.
- 10. A method according to claim 9, in which the proportion by weight of blowing agent to polymer is in an amount from about 10% to about 60%, preferably, about 30% to about 50%.
- 11. A method according to claim 1, in which the interaction with the solution comprises applying heat to the solution.
- 12. A method according to claim 11, in which heat is applied to the solution prior to coating of the support such the solution when coated onto the support has bubbles already formed therein.
- 13. A method according to claim 12, in which the heat is applied by the addition of an acid to said solution to react with the blowing agent to thereby generate bubbles of gas in the solution.
- 14. A method according to claim 11, in which a compound which on heating releases an acid is added to the solution, such that when the solution is heated, acid is released which reacts with the blowing agent to cause decomposition of the blowing agent.
- 15. A method according to claim 1, in which the material is an inkjet medium.